What is claimed is:

1. A sheet-material foreign-matter detecting method for detecting whether or not foreign mater different in reflectance from a sheet material having light reflectivity is attached to a surface of the sheet material while moving the sheet material in a predetermined direction, comprising the steps of:

applying light to a predetermined position of a moving route of the sheet material from a position having a predetermined angle from the surface of the sheet material;

picking up a light-source image reflected to the surface of the sheet material by image pickup means; and

judging a difference between brightnesses of a light-source reflected image due to a difference between reflectances of the sheet material and foreign matter.

- 2. The sheet-material foreign-matter detecting method according to claim 1, wherein a light-source image reflected at a position shifted by a predetermined distance along the surface of a sheet material from a reflection position of the light along the optical axis of the light source is picked up.
- 3. A sheet-material foreign-matter detecting apparatus for detecting whether foreign matter different in reflectance from a sheet material having light reflectivity is attached to the surface of the sheet material while moving the sheet material in a predetermined direction, comprising:
- a light source for applying light to a predetermined position of a moving route of the sheet material from a position having a predetermined angle from the surface of the sheet material;

an image pickup means picking up a light-source image reflected to the surface of the sheet material; and

a judging means for judging a difference between brightnesses of a light-source reflected image due to a difference between reflectances of the sheet material and the foreign matter.

- 4. The sheet-material foreign-matter detecting apparatus according to claim 3, wherein a pickup position of a light-source reflected-image on the sheet material is shifted by a predetermined distance along the surface of the sheet material from a reflection position of the light along the optical axis of the light source.
- 5. The sheet-material foreign-matter detecting apparatus according to claim 3, wherein said judging means is configured by image processing means for image-processing the data picked up by image pickup means and detecting whether or not the brightness of a predetermined area of a processed image including a light-source reflected image becomes a predetermined value or less.
- 6. The sheet-material foreign-matter detecting apparatus according to claim 4, wherein said judging means is configured by image processing means for image-processing the data picked up by image pickup means and detecting whether or not the brightness of a predetermined area of a processed image including a light-source reflected image becomes a predetermined value or less.